

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

(Mass Communication)

SEMESTER - 2

Paper 6.

Introduction to Corporate Communications and Advertising

Unit 1

Evolution and history of public relations, philosophy and definitions of PR, PR and allied disciplines; PR as a management function, functions, qualities of a Public Relations Officer/Corporate Communicator, Objectives of PR, Public Relations Department; setup and structure

Unit 2

Different 'publics' and their characteristics, internal and external public, tools of PR; press conference, press release, events, news reports, house journal, corporate films, advertisements, relations with the mass media.

Unit 3

Concept of marketing and marketing communications, advertising, sales promotion, publicity, and personal selling, definitions of advertising, role, effects, criticism and benefits of advertising, classification of advertising, advertising agency structure and function of various departments, account, creative, media, planning,

Unit 4

Psychology of advertising, how advertising works, parts of an advertisement, creativity in advertising, defining creativity, stages in the creative process, creative brief, advertising appeals, copy writing and different kinds of copy, practical exercises in copy writing, different creative strategies, USP, brand image, brand segmentation, brand personality.

Recommended Reading List:

1. Advertising Management – B R Rathod
2. Foundations of Advertising – Chunnawalla and Sethia
3. Advertising – Wright, Warner and Zeigler
4. Introduction to Marketing – Philip Kotler
5. Brand Personality – Subroto Sengupta
6. Handbook of Public Relations – D.S. Mehta
7. Effective Public Relations – Cutlip and Centre
8. Public Relations -- Anil Basu

Paper 7.

General Knowledge and Current Affairs

In this paper the students are expected to have knowledge of current events, issues and trends at the local, regional, national and international level in the field of politics, economy, education, agriculture, arts, science, sports and culture. The recommended readings for this paper are year books, newspapers, magazines, and viewership of television news channels and radio. The learning method will include quiz, seminar paper presentation, debates and group discussion. In the examination they will be tested about their comprehension and analysis of the latest topical events.

Recommended Reading List

1. Manorama Year Book
2. Competition Success Review
3. Newspapers and Newsmagazines

Paper 8.

Broadcast Media: Television

Unit 1

Nature of television, evaluation of television in India, concept of visual communication, grammar and vocabulary of television, visual image, sound, editing, and writing, shooting with TV camera, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage.

Unit 2

Different genres of television programmes, interviews, discussions, chat shows, news reports, documentary, video spot, pre-production work, idea to script, research, visualization, scriptwriting, story board, planning the shooting and editing schedules.

Unit 3

Process of post-production, picture and sound editing, principles of editing, editing devices, cut, mix, dissolve, fade, special effects, basics of sounds, techniques of sound recording, use and types of microphones, sound effects.

Unit 4

Studio layout and equipment, studio production, production team and role, single and multiple camera set up.

Recommended Reading List:

1. Fundamentals of Television Production – Donald Shook
2. Television Production Handbook – Zetl
3. Audio-Visual Journalism – B. N. Ahuja

Paper 9.

Broadcast Media: Radio

Unit 1

Radio as a means of communication, grammar, language and vocabulary of radio, thinking audio, spoken language writing, sound effects and music, script writing for radio.

Unit 2

Genres of radio programmes, features, documentary, news broadcast, discussions, phone-in, production of special programmes and coverage of events.

Unit 3

Programme production, recording equipment, radio studio set up, process of radio programme production, production team, production process, aspects of sound recording, types of microphones and their uses, field recording skills.

Unit 4

Voice training, effective use of voice, enunciation, flow, pronunciation, modulation, on-line interview techniques, skills for radio discussion programmes, handling interactive live transmission.

Recommended Reading List:

1. Radio and Television Journalism – K. M. Srivastava
2. Broadcasting in India – P. Chatterjee

Paper 10 A Print Journalism (English Journalism)

OR

Paper 10 B Print Journalism (Gujarati Journalism)

Reporting: This segment will consist of practical work in reporting, feature and editorial writing as enumerated in the first semester. At least five assignments will be given to the students. These assignments which include feature writing, interviewing, editorial writing, reviewing and other allied areas of reporting, will be evaluated by internal faculty. There will be no external written exam for this paper but a continuous evaluation during the semester. Each assignment will be valued out of 10 marks taking to a total of 50 marks.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students as enumerated in the first semester. These assignments will include news selection, subbing, headline writing, rewriting, and page make-up and layout exercises and assessed by internal faculty. There will be no external written exam for this paper but a continuous evaluation during the semester. Each assignment will be valued out of 10 marks taking to a total of 50 marks. Thus the total marks of this paper will be 100.